North Carolina CTE

# Exploring Digital Arts

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| **Understand the presence and influence of digital art and media in popular culture.** CY95.1 | **1.01** Remember examples of digital arts and media present in everyday life and various industries. CY95.1.01 |
| | **1.02** Understand how digital arts and media influence communication, culture, and individual perspectives in popular culture. CY95.1.02 |
| | **1.03** Understand how generative AI is influencing the digital arts in popular culture. CY95.1.03 |
| **Understand how businesses and organizations use digital arts and media to inform decisions and engage audiences.** CY95.2 | **2.01** Understand how digital arts and media support marketing and branding. CY95.2.01 |
| | **2.02** Understand how digital art is used in communication strategies to engage audiences. CY95.2.02 |
| | **2.03** Understand how generative AI is influencing digital arts in a variety of careers. CY95.2.03 |
| **Understand techniques to make digital media projects using 2D, 3D, and multimedia tools.** CY95.3 | **3.01** Understand digital 2D tools to make an original composition. CY95.3.01 |
| | **3.02** Understand digital 3D tools to make an original composition. CY95.3.02 |
| | **3.03** Understand audio, video, photo or a combination to produce an original composition. CY95.3.03 |
| **Understand career pathways in the digital arts and career clusters.** CY95.4 | **4.01** Explain career roles, responsibilities, and required qualifications within the digital arts and media industry. CY95.4.01 |
| | **4.02** Summarize professional practices and ethical standards that contribute to success in digital arts and media careers. CY95.4.02 |
| | **4.03** Explain the impact of emerging technologies and industry trends on current and future digital arts and media careers. CY95.4.03 |
| **Understand why showcasing digital art is a standard practice in the media industry.** CY95.5 | **5.01** Compare digital methods of showcasing art in the media industry. CY95.5.01 |
| | **5.02** Compare non-digital methods of showcasing art in the media industry. CY95.5.02 |